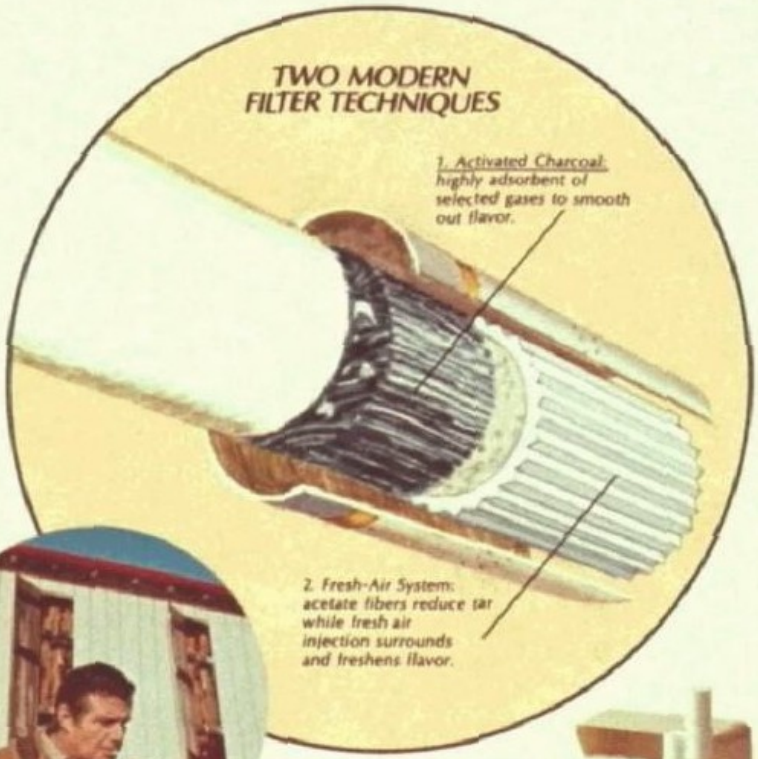
LEO BURNETT COMPANY, *Inc.*
Ad No. 477—Req. No. 72503—1 page—4 color bleed—5⅜ x 7¾ in.—TV guide, 1970 (A)
Printed in U.S.A.

New low tar cigarette from Philip Morris Research


TWO MODERN FILTER TECHNIQUES
1. Activated Charcoal: highly adsorbent of selected gases to smooth out flavor.
2. Fresh-Air System: acetate fibers reduce tar while fresh air injection surrounds and freshens flavor.

Regular and Menthol

MULTIFILTER®

The perfect balance of flavor and filtration

Consider this fact! New Multifilter is lower in tar at 14 mgs. than 95% of all cigarettes sold in U.S.*
FTC findings: highest yielding cigarette delivers 32 mgs. tar—the lowest 4 mgs. tar. **Independent testing service.*

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